MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021 / 2022

BDT1014 – DIGITAL TRANFORMATION TECHNOLOGIES

(All sections / Group)

5 October 2022
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages (excluding cover page) with 4 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Write your answers in the Answer Booklet.

QUESTION 1 [25 Marks]

a. Digital density has enabled new value-added interactions and business models. Discuss **THREE (3)** drivers of digital density and give an example of application for each of them.

(6 marks)

b.

Company	Value Created
A	Brings files together in one central place by creating a special folder on the user's computer. Provides a collaborative environment for users to review and share their content. Users are offered a free account with set storage size, with paid subscriptions available that offer more capacity and additional features
B	Company B is a new car subscription service that was launched in Malaysia in 2019. The customer pays for monthly or yearly subscription. The All-In-One Car Subscription comes with: • Access to a curated collection of quality cars • Ability to swap cars • Concierge services • Flexible contract durations • Insurance and road tax • Regularly scheduled maintenance

Explain the business and revenue models that are practiced for Company A and B?

(8 marks)

c. Globalisation has led to a rapid rise of the middle class in many developing countries enabling companies to reach many new customers. In addition, global companies now offer skilled professionals in many areas such as software development and tax preparation in India and call centers in Ireland. Describe how globalisation has opened many opportunities in these countries and explain **THREE (3)** challenges of globalisation.

(5 marks)

d. Define radical innovation and give **TWO (2)** examples of radical innovation and their associated displaced or marginalised technology.

Radical Innovation Definition:	
Radical Technology	**Displaced/Marginalised Technology**
?	?
?	?

(6 marks)

Continued...

QUESTION 2 [25 Marks]

a. Explain the concept of planned obsolescence. Discuss the reasons why manufacturers of hardware and software often apply the concept of planned obsolescence.

(5 marks)

b. Various services are provided in the cloud. Some customers require access only to certain software, others want to have more control and be able to run the software of their choice on a server in the cloud. Describe the **THREE (3)** service models of the cloud and which service model provides the customer with the greatest flexibility and explain why?

(8 marks)

c. Many organisations (and individuals) have learned painful lessons from public relations blunders when using social media. Explain the downsides and dangers of using social media applications and give **THREE (3)** examples.

(4 marks)

d. Many business organisations are continuously looking for ways to use social media to support their existing business processes; some of them have built successful business models entirely based on core values such as social sharing or collaboration. Describe various social media applications, and explain their role in enhancing communication, cooperation, collaboration, and connection.

(8 marks)

QUESTION 3 [25 Marks]

a. Describe Systems Development Lifecycle (SDLC) and agile methodologies and distinguish the differences between them. Discuss why proponents of agile methodologies argue that SDLC generally do not fit well with many real-world software development? Describe **THREE (3)** conditions that agile methodologies are highly recommended to be used?

(12 marks)

b. When deciding to deploy new systems to support their operations to gain or sustain a competitive advantage, organisations can typically choose between custom and off-the-shelf software. Distinguish between custom and off-the-shelf software and describe **ONE (1)** primary advantage custom software has over the off-the-shelf software.

(5 marks)

c. An information systems risk assessment uses both quantitative data and qualitative data to arrive at risk rating which lists down options to address the Information Systems risk. The risk rating then enables the organization to determine what steps, if any, to take to secure systems. Describe the **FOUR (4)** options of addressing the Information Systems risk.

Continued...

(8 marks)

QUESTION 4 [25 Marks]

a. Financial technology, often shortened to Fintech, is an emerging technology and innovation that aims to compete with traditional financial methods in the delivery of financial services. Discuss the **THREE (3)** drivers of Fintech growth and **THREE (3)** core areas of innovation driving Fintech.

(6 marks)

b. Define crowdfunding and crowdsourcing and explain the difference between them. Give an example to distinguish the difference between crowdfunding and crowdsourcing.

(6 marks)

c. Figure 1 shows three general approaches to conducting commerce. Describe each of them and distinguish between the three approaches. Give the cons of each approach.

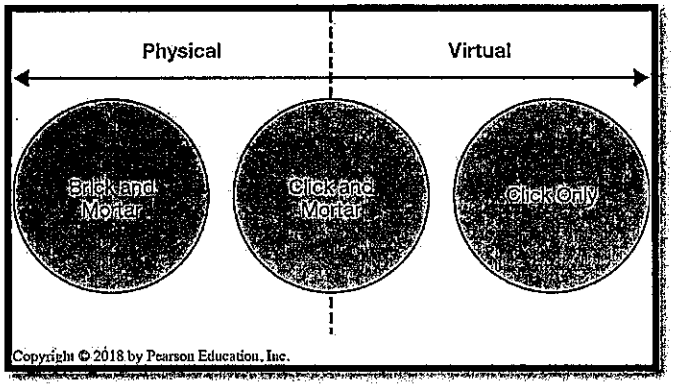

Figure 1

(9 marks)

d. Many web users do a search of a product by entering the name of a product into a search engine such as Google or Bing and then visit the resulting pages. Distinguish between Search Engine Optimization (SEO) and Search Engine Marketing (SEM)/paid search.

(4 marks)

End of Page